



1997 MARKET BASKET ANALYSIS

DECEMBER 1997

2071836155

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1997 Market Basket Analysis

Cigarette Shoppers spend more money than non - cigarette shoppers, even excluding the cost of cigarettes.

	Convenience	Supermarkets
Total Shoppers	\$ 36	\$445
Total Cigarette Shoppers		
Including Cigarette Purchases	\$148	\$731
Excluding Cigarette Purchases	\$ 47	\$581
Non - Cigarette Shoppers	\$ 18	\$414

12 Weeks Ending 9/13/97
Source: Nielsen Household Panel

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When cigarettes are purchased, Marlboro Shoppers spend more than other premium and discount brand shoppers.

Dollars Spent Per Shopper

	Convenience		Supermarkets	
	<u>w/cigarettes</u>	<u>Excluding cigarettes</u>	<u>w/cigarettes</u>	<u>Excluding cigarettes</u>
Total Cigarette Shoppers	\$148	\$ 47	\$731	\$581
Total Premium Shoppers	\$155	\$ 44	\$776	\$611
Total Discount Shoppers	\$151	\$ 53	\$681	\$549
Total Marlboro Shoppers	\$161	\$ 45	\$820	\$654

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12 Weeks Ending 9/13/97
Source: Nielsen Household Panel

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Conclusions

- Cigarette shoppers spend more than non cigarette shoppers, even excluding cigarette purchases
- When cigarettes are purchased, Marlboro shoppers spend more than premium or discount shoppers
- Retailers should attract cigarette shoppers, especially those that smoke Marlboro, because they contribute more to the stores bottom line

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